

ORDER



Orders
Order / Rev: 720706
Alt Order #: 06365004
Product Desc: ROMNEY FOR PRESIDENT
Estimate: 282
Flight Dates: 10/06/12 - 10/09/12
Original Date / Rev: 10/05/12 / 10/05/12
Order Type: Political

WFMY-TV

Primary AE: Nick Welte
Sales Office: T-PHI
Sales Region: NAT

Agency Name: American Rambler Productions/ POL
Buying Contact:
Billing Contact:
 138 Conant Street
 Beverly, MA 01915

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Romney/ R / President
Demographic: A35+
Product Codes: PL-Presidential
Priority: P-3
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|-------------|
| 10/01/12 | 10/09/12 | 44 | \$17,405.00 | \$14,794.25 |

Totals

| Month | # Spots | Gross Amount | Net Amount | Rating |
|---------------|-----------|--------------------|--------------------|-------------|
| October 2012 | 44 | \$17,405.00 | \$14,794.25 | 0.00 |
| Totals | 44 | \$17,405.00 | \$14,794.25 | 0.00 |

Account Executives

| Account Executive | Sales Office | Sales Region | Start Date / End Date | Order % |
|-------------------|--------------|--------------|-------------------------------|---------|
| Nick Welte | | | Start Of Order - End Of Order | 100% |

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|-----|------------|-------------------|-----------------|--------------------------------------|-------|-------------------|---------|-----|-------------|---------------|-----|------|------|-------|----------|
| E 1 | WFMY | 10/08/12 | 10/08/12 | M-F 6-8a Good Morning Show 6a | CM | 6-8a | M----- | :30 | 2 | \$80.00 | P-4 | 0.00 | NM | 2 | \$160.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 10/08/12 | 10/14/12 | M----- | | 2 | | | \$80.00 | 0.00 | | | | | |
| E 2 | WFMY | 10/09/12 | 10/09/12 | M-F 6-8a Good Morning Show 6a | CM | 6-8a | -T----- | :30 | 1 | \$80.00 | P-4 | 0.00 | NM | 1 | \$80.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 10/08/12 | 10/14/12 | -T----- | | 1 | | | \$80.00 | 0.00 | | | | | |
| E 3 | WFMY | 10/08/12 | 10/08/12 | CBS This Morning CBS This Morning | CM | 8-10a | M----- | :30 | 1 | \$60.00 | P-3 | 0.00 | NM | 1 | \$60.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 10/08/12 | 10/14/12 | M----- | | 1 | | | \$60.00 | 0.00 | | | | | |
| E 4 | WFMY | 10/09/12 | 10/09/12 | CBS This Morning CBS This Morning | CM | 8-10a | -T----- | :30 | 2 | \$60.00 | P-3 | 0.00 | NM | 2 | \$120.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 10/08/12 | 10/14/12 | -T----- | | 2 | | | \$60.00 | 0.00 | | | | | |
| E 5 | WFMY | 10/08/12 | 10/08/12 | M-F 10-11a 10-11a | CM | 10-11a | M----- | :30 | 2 | \$50.00 | P-4 | 0.00 | NM | 2 | \$100.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | Week: | 10/08/12 | 10/14/12 | M----- | | 2 | | | \$50.00 | 0.00 | | | | | |
| E 6 | WFMY | 10/08/12 | 10/09/12 | Price Is Right Price Is Right | CM | 11a-12p | 11----- | :30 | 2 | \$225.00 | P-2 | 0.00 | NM | 2 | \$450.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |
| | 1X MAX/DAY | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | <u>Rating</u> | | | | | |

Order / Rev: 720706
 Alt Order #: 06365004
 Flight Dates: 10/06/12 - 10/09/12

Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 282

WFMY-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------------|------|-------------------|-----------------|---------------------------------------|-------|----------------|---------|-----|-------------------|-------------|-----|---------------|------|-------|------------|
| E 6 | WFMY | 10/08/12 | 10/09/12 | Price Is Right Price Is Right | CM | 11a-12p | 11----- | :30 | 2 | \$225.00 | P-2 | 0.00 | NM | 2 | \$450.00 |
| 1X MAX/DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | 11----- | | | | | 2 | \$225.00 | | 0.00 | | | |
| E 7 | WFMY | 10/08/12 | 10/08/12 | News2 at Noon News2 at Noon | CM | 12-1230p | M----- | :30 | 2 | \$130.00 | P-3 | 0.00 | NM | 2 | \$260.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | | 2 | \$130.00 | | 0.00 | | | |
| E 8 | WFMY | 10/09/12 | 10/09/12 | News2 at Noon News2 at Noon | CM | 12-1230p | -T----- | :30 | 1 | \$130.00 | P-3 | 0.00 | NM | 1 | \$130.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | | | | | 1 | \$130.00 | | 0.00 | | | |
| E 9 | WFMY | 10/08/12 | 10/08/12 | M-F CBS Soaps CBS Soaps | CM | 1230-2p | M----- | :30 | 1 | \$275.00 | P-2 | 0.00 | NM | 1 | \$275.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | | 1 | \$275.00 | | 0.00 | | | |
| E 10 | WFMY | 10/09/12 | 10/09/12 | M-F CBS Soaps CBS Soaps | CM | 1230-2p | -T----- | :30 | 2 | \$275.00 | P-2 | 0.00 | NM | 2 | \$550.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | | | | | 2 | \$275.00 | | 0.00 | | | |
| E 11 | WFMY | 10/08/12 | 10/08/12 | M-F 2-3p The Talk | CM | 2-3p | M----- | :30 | 1 | \$150.00 | P-2 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | | 1 | \$150.00 | | 0.00 | | | |
| E 12 | WFMY | 10/08/12 | 10/09/12 | M-F 3-4p Let's Make a Deal | CM | 3-4p | 11----- | :30 | 2 | \$95.00 | P-3 | 0.00 | NM | 2 | \$190.00 |
| 1X MAX/DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | 11----- | | | | | 2 | \$95.00 | | 0.00 | | | |
| E 13 | WFMY | 10/08/12 | 10/09/12 | News 2 at 5 News 2 at 5 | CM | 5-530p | 11----- | :30 | 2 | \$225.00 | P-3 | 0.00 | NM | 2 | \$450.00 |
| 1X MAX/DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | 11----- | | | | | 2 | \$225.00 | | 0.00 | | | |
| E 14 | WFMY | 10/08/12 | 10/08/12 | 530-6p Andy Griffith Andy Griffith | CM | 530-6p | M----- | :30 | 2 | \$230.00 | P-3 | 0.00 | NM | 2 | \$460.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | M----- | | | | | 2 | \$230.00 | | 0.00 | | | |
| E 15 | WFMY | 10/09/12 | 10/09/12 | 530-6p Andy Griffith Andy Griffith | CM | 530-6p | -T----- | :30 | 1 | \$230.00 | P-3 | 0.00 | NM | 1 | \$230.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | -T----- | | | | | 1 | \$230.00 | | 0.00 | | | |
| E 16 | WFMY | 10/08/12 | 10/09/12 | News 2 at 6 News 2 at 6 | CM | 6-630p | 11----- | :30 | 2 | \$350.00 | P-3 | 0.00 | NM | 2 | \$700.00 |
| 1X MAX/DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | 11----- | | | | | 2 | \$350.00 | | 0.00 | | | |
| E 17 | WFMY | 10/08/12 | 10/09/12 | PA (M-F) Wheel/Jeopardy | CM | 7-8p | 11----- | :30 | 2 | \$550.00 | P-2 | 0.00 | NM | 2 | \$1,100.00 |
| 1X MAX/DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | 11----- | | | | | 2 | \$550.00 | | 0.00 | | | |
| E 18 | WFMY | 10/08/12 | 10/09/12 | News 2 at 11 News 2 at 11 | CM | 11-1135p | 11----- | :30 | 2 | \$550.00 | P-2 | 0.00 | NM | 2 | \$1,100.00 |
| 1X MAX/DAY | | | | | | | | | | | | | | | |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | | | | <u>Spots/Week</u> | <u>Rate</u> | | <u>Rating</u> | | | |
| Week: | | 10/08/12 | 10/14/12 | 11----- | | | | | 2 | \$550.00 | | 0.00 | | | |
| E 19 | WFMY | 10/09/12 | 10/09/12 | Tue Prime A NCIS | CM | 8-9p | -T----- | :30 | 1 | \$2,000.00 | P-2 | 0.00 | NM | 1 | \$2,000.00 |

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 Flight Dates: 10/06/12 - 10/09/12

Advertiser: Romney/ R / President
 Product Desc: ROMNEY FOR PRESIDENT
 Estimate: 282

WFMY-TV

| Ln | Ch | Start | End | Inventory Code | Break | Start/End Time | Days | Len | Spots | Rate | Pri | Rtg | Type | Spots | Amount |
|------|-------|-------------------|-----------------|-----------------------------------------------|-------|------------------------------|---------|-----|-------------|------------|-----|---------------|--------|-------|-------------|
| E 19 | WFMY | 10/09/12 | 10/09/12 | Tue Prime A NCIS | CM | 8-9p | -T----- | :30 | 1 | \$2,000.00 | P-2 | 0.00 | NM | 1 | \$2,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | -T----- | | 1 | | | \$2,000.00 | | | 0.00 | | | |
| E 20 | WFMY | 10/09/12 | 10/09/12 | Tue Prime B NCIS: Los Angeles | CM | 9-10p | -T----- | :30 | 1 | \$1,750.00 | P-2 | 0.00 | NM | 1 | \$1,750.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/08/12 | 10/14/12 | -T----- | | 1 | | | \$1,750.00 | | | 0.00 | | | |
| E 21 | WFMY | 10/06/12 | 10/06/12 | Good Morning Show Sat Good Morning Show Sa | CM | 6-9a | -----S- | :30 | 1 | \$70.00 | P-4 | 0.00 | NM | 1 | \$70.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S- | | 1 | | | \$70.00 | | | 0.00 | | | |
| E 22 | WFMY | 10/06/12 | 10/06/12 | NCAA Football Game #2 NCAA Football Game # | CM | 3:30-7p (3:30 PM-7:00 PM) | -----S- | :30 | 1 | \$600.00 | P-2 | 0.00 | NM | 1 | \$600.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S- | | 1 | | | \$600.00 | | | 0.00 | | | |
| E 23 | WFMY | 10/06/12 | 10/06/12 | PA (Sa) Sat 7-8p | CM | 7-8p | -----S- | :30 | 1 | \$150.00 | P-3 | 0.00 | NM | 1 | \$150.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S- | | 1 | | | \$150.00 | | | 0.00 | | | |
| E 24 | WFMY | 10/06/12 | 10/06/12 | News 2 at 11 News 2 at 11 | CM | 11-1135p | -----S- | :30 | 1 | \$350.00 | P-3 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S- | | 1 | | | \$350.00 | | | 0.00 | | | |
| E 25 | WFMY | 10/07/12 | 10/07/12 | Good Morning Show Sun Good Morning Show Su | CM | 6-9a | -----S | :30 | 1 | \$70.00 | P-4 | 0.00 | NM | 1 | \$70.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S | | 1 | | | \$70.00 | | | 0.00 | | | |
| E 26 | WFMY | 10/07/12 | 10/07/12 | CBS Sunday Morning CBS Sunday Morning | CM | 9-1030a | -----S | :30 | 1 | \$200.00 | P-3 | 0.00 | NM | 1 | \$200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S | | 1 | | | \$200.00 | | | 0.00 | | | |
| E 27 | WFMY | 10/07/12 | 10/07/12 | NFL Football Game #1 NFL Football Game | CM | 1-7p | -----S | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S | | 1 | | | \$1,000.00 | | | 0.00 | | | |
| E 28 | WFMY | 10/07/12 | 10/07/12 | Sun Prime A 60 Minutes | CM | 7-8p | -----S | :30 | 1 | \$1,000.00 | P-3 | 0.00 | NM | 1 | \$1,000.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S | | 1 | | | \$1,000.00 | | | 0.00 | | | |
| E 29 | WFMY | 10/07/12 | 10/07/12 | Sun Prime B Amazing Race | CM | 8-9p | -----S | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S | | 1 | | | \$1,200.00 | | | 0.00 | | | |
| E 30 | WFMY | 10/07/12 | 10/07/12 | Sun Prime C The Good Wife | CM | 9-10p | -----S | :30 | 1 | \$1,200.00 | P-3 | 0.00 | NM | 1 | \$1,200.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S | | 1 | | | \$1,200.00 | | | 0.00 | | | |
| E 31 | WFMY | 10/07/12 | 10/07/12 | Sun Prime D The Mentalist | CM | 10-11p | -----S | :30 | 1 | \$900.00 | P-3 | 0.00 | NM | 1 | \$900.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S | | 1 | | | \$900.00 | | | 0.00 | | | |
| E 32 | WFMY | 10/07/12 | 10/07/12 | News 2 at 11 News 2 at 11 | CM | 11-1135p | -----S | :30 | 1 | \$350.00 | P-3 | 0.00 | NM | 1 | \$350.00 |
| | | <u>Start Date</u> | <u>End Date</u> | <u>Weekdays</u> | | <u>Spots/Week</u> | | | <u>Rate</u> | | | <u>Rating</u> | | | |
| | Week: | 10/01/12 | 10/07/12 | -----S | | 1 | | | \$350.00 | | | 0.00 | | | |
| | | | | | | | | | | | | | Totals | 44 | \$17,405.00 |